



## AMRITA B-SCHOOL E-BULLETIN

To keep industry, students, parents and other target audiences continually aware of happenings at the School, an e-Bulletin was launched, the Amrita B-School Snapshot. It carries the highlights of various milestones, achievements and happenings at the B-School.

### ASB SNAPSHOT APRIL-JUNE 04

We are pleased to send you the Inaugural Issue of our E-Bulletin, Amrita B-School Snapshot, April 04-June 04, which provides a snapshot of select happenings at the Faculty of Management (Amrita Institute of Management), Amrita Vishwa Vidyapeetham, Deemed University at Coimbatore.

#### **1. Infosys HR Chief Inaugurates New MBA Batch-- At the Induction Programme**

for the 9th MBA batch of our B-School, Ms Hema Ravichandar, Sr VP & Group Head, Infosys, delivered the Inaugural Address on "Opportunities for and Expectations from MBAs by Corporates". Mr. V. Ravichandar, CEO, Feedback Management Consulting, spoke on "Role of Managers as Entrepreneurs". It was followed by a Faculty Interface Meet exploring avenues of collaboration.

#### **2. Dr. Saji Nair Invited to Kyoto & Osaka Universities, Japan --**

Dr. Saji Nair, Assoc. Professor, at our Institute visited Japan on the Hayashibara Foundation Fellowship, to do collaborative research on Indo-Japanese Business. He presented two papers at two International Research Workshops at Kyoto, Japan. The papers were titled, "QUEST-Based Modelling of Retail Effectiveness"; and "Relationship-Bound Critical Venture Characteristics for Modelling IJV Outcome". Further, for the Graduate School of Economics at Kyoto University, and Osaka City University, a Course on "B2B Technology Marketing" for Doctoral Students & Post-Doctoral Fellows was taken by Dr. Saji Nair (B.Tech., MBA, Ph.D-IIT-B).

#### **3. Dr. Ramya's Assignment at Colorado University, USA--**

A Summer Teaching and Research assignment was handled at University of Colorado, Boulder, by Dr. Ramya Neelamegham, Assoc. Professor. She taught a Course on "Fundamentals of Marketing" at the University's Business School, to students from USA, Japan, China, Korea and Ukraine. Additionally, the assignment involved strengthening ongoing research collaborations with Faculty at Universities of Wharton, Colorado, Chicago and Purdue by Dr. Ramya (IIM-A, Ph.D-Kellogg).

#### **4. MDP on Logistics--**

Our B-School conducted a 2-day MDP on "Logistics as a Competitive Opportunity", at our Campus which was attended by delegates from various companies in India. One of the outcomes of the MDP was the proposal to form an Indian Logistics Association. The Programme Director was the Professor Emeritus at our B-School, Dr. S. Banerji (Fellow IIM-C, UNDP Fellow at Kellogg). Another Domain Expert was the Country Manager, Logistics at Hewlett-Packard, Mr. K. B. Nagaraju (B.E, IIM-C).

#### **5. Paper at National Seminar by Prof. A.V.R. Acharyulu --**

At the 'Rural-Urban Partnership Development Seminar' held by St. Joseph's College of Business Administration, Bangalore, a Paper was presented on "Reaching the Rural

Poor" by our Assoc.Professor,Prof.A.V.R.Acharyulu(PGDRM-IRMA).The national seminar identified avenues for forging rural-urban partnership at administrative,academic,corporate and voluntary sector levels

**5.New Faculty joins from Berkeley,Cornell,IIT-K** -- Our Institute has seen additions to its Faculty team :

1. [Prof.Deepak Gupta](#),IIT-D,IIM-C,MS(Mktg.) & M.A.(Eco)Berkeley,Ph.D submitted at Berkeley and ex-Ponds India
2. [Prof.Shobhana Madhavan](#),IIM-A ,M.P.S.,Cornell with experience in International Development
3. [Dr.Brijesh Sahoo](#),Ph.D (Eco)IIT-K
4. [Dr Rooplekha Khuntia](#),Ph.D IIT-K.

They join our existing team which comprises multi-faceted Faculty from diverse teaching/industrybackgrounds,such as- Wharton,Kellogg,SternNY,AustinTexas,IIM,IIT,ICAI,ICSI,XLRI,IRMA,DSE,JNU,CUSAT,BU (Kindly see attachment)

6.New Dean -- The B-School appointed ,Prof.Sushil Kumar,as the new Dean(MA-DSE,MMM-JBIMS) ;he has nearly 25 years public & private sector/teaching experience.

7. Talk on Ethics by Prof. Shrikant Kulkarni -- At the Invitation of Coimbatore Management Association, a talk on"Ethics in Marketing' was delivered by Mr Shrikant Kulkarni,Assoc.Professor (BE,MBA-XLRI)

8.New Academic Year Developments -- To synchronise with the uniform Amrita University academic calendar wef June 2004,the PGP Chair &Committee along with Faculty, undertook a major initiative to transform into a Semester, from a Trimester System.The computer facility for the 225-odd MBA students was reinforced--now the Management IT Hub has 150 desktop/work stations; with 2MB leased line with internet bandwidth of 512 kbps

#### **6.Interface with ISB Professor**

Dr.K.Ramachandran,Professor-Entrepreneurship & Strategy,Indian School of Business,Hyderabad had an interface with the Faculty at our Institute

We thank our well-wishers, like you, all across the world for your continual support, and pray that the Grace of Mother be with everyone in all endeavours.

Please do let us know your views on the E-Bulletin .We will be glad to interface with you on any knowledge-share initiative which is mutually rewarding .And please forward the "Snapshot" to your acquaintances who may be interested to receive this E-Bulletin

Best wishes

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